



Business Issue

Everyone understands that digital technologies are reshaping our lives and changing the way we get work done. As cloud computing, artificial intelligence (AI) and machine learning, the Internet of Things (IoT), analytics, robotics, augmented reality (AR) and virtual reality (VR) mature and converge, the possibilities seem to be limited only by our imaginations. Yet, because no one knows exactly where this next round of innovation will lead, the future of work can be exciting, threatening, confusing, uncertain—or all of the above.

This survey study will take an in-depth look at how U.S. small and medium businesses (SMBs)—small businesses with 1 to 99 employees, medium businesses with 100 to 1,000 employees—are thinking about and planning for these changes. It will examine their understanding of digital transformation; their attitudes toward and plans for the next wave of technology; and their views on the opportunities and challenges that it poses for their businesses.

The study is designed for vendors that want to scale their sales of next-generation solutions into the broad and diverse SMB market, which constitutes 99% of employer firms in the United States and accounts for more than 50% of total IT spending, according to SMB Group estimates and U.S. Census Bureau data. Study

results will help sponsors deepen their understanding of SMB attitudes toward and their appetite, readiness, priorities and requirements for using new technologies and business processes to transform their businesses. Study sponsors will provide input into the survey questionnaire, ensuring actionable results to help guide their marketing strategies and solution development in this area.

SMB Group Solution

SMB Group's **2017 U.S. Small and Medium Business Digital Transformation Study** will examine SMBs' understanding and definition of digital transformation as it relates to their businesses and their industries. The survey will assess where SMBs are in terms of using digital technologies to transform and create new business processes, practices, models and culture, including the following perspectives:

- Awareness, understanding and perceived relevance of digital transformation
- Readiness for change (e.g., leadership, skills, resources, culture)
- Organizational leads and influencers for change
- Understanding and perceived relevance of the technologies fueling digital transformation
- Current/planned business transformation initiatives (e.g., automate manual tasks; automate physical systems such as energy, water and security;

- improve the customer experience; develop/deliver new products and services; add new sales channels; re-skill employees)
- Desired outcomes
- Drivers and challenges
- Current/planned technology investments to support business transformation (e.g., IoT, AI/machine learning, AR/VR, centralized security solutions, cloud, converged IT infrastructure, 3D printing, mobile)
- Projected budgets
- Technology vendors and types of channel partners they work with/plan to work with to help them achieve their goals

Results will be analyzed by company size (i.e., number of employees), industry, age of business and other parameters, and this data will help vendors craft well-informed marketing, product development, media and channel strategies to successfully reach, influence and market to those making business and IT decisions at SMBs.

Study Methodology

- 25- to 30-question web-based survey
- Random sample of 750+ companies in 1- to 1,000-employee size bands across a distribution of industries
 - Small business: 1 to 99 employees, segmented into groups of 1 to 4, 5 to 9, 10 to 19, 20 to 49, 50 to 99 employees
 - Medium business: 100 to 1,000 employees, segmented into groups of 100 to 249, 250 to 499, and 500 to 1,000 employees

- Respondents will be:
 - Key business and IT decision makers and influencers: CEOs, CIOs, business owners and partners; IT managers/directors; line of business managers and directors; CFOs and financial managers/directors
 - Segmented into 12 vertical industries

Benefits

Sponsors will gain insight into how SMBs are thinking about and preparing for digital transformation to align educational, marketing and solution initiatives more closely with SMB views, attitudes and readiness.

Deliverables

Clients who purchase the **2017 U.S. Small and Medium Business Digital Transformation Study sponsor package** prior to survey fielding will receive:

- **Personalized kick-off meeting** to gain sponsor input on information objectives to help shape study specifics
- **Regular updates** about the project plan and progress
- **Report analysis** containing detailed survey results, data analysis by employee size, industry, age of business and business performance segments
- **Tailored presentation** with focused implications and recommendations for each sponsor
- **Three hours of consulting**, inquiries, additional crosstabs, etc., tailored to sponsor requirements

After the study is fielded, clients can purchase the **basic package**, which provides the survey questionnaire, data analysis presentation and survey results.

Sponsorship and Pricing: 2017 U.S. Small and Medium Business Digital Transformation Study

Sponsorship Package for BOTH Small AND Medium Business Segments: US\$18,000	Sponsorship Package for EITHER Small OR Medium Business Segment: US\$12,000
Collaboration with SMB Group analysts and input into the survey design	Collaboration with SMB Group analysts and input into the survey design
Survey questionnaire	Survey questionnaire
Personalized one-on-one webinar of data analysis presentation (Microsoft PowerPoint) and Q&A	One-on-one webinar with data analysis presentation (PowerPoint) and Q&A
Full survey result crosstabs (pdf)	Survey results crosstabs for selected area: small or medium business (pdf)
Three hours of inquiry time	Three hours of inquiry time
Sponsorship above + Perspectives Report: \$24,000	Sponsorship above + Perspectives Report: \$18,000
SMB Group Perspectives Report (4-6 pages) expanding on specific study findings as determined by client for external distribution	SMB Group Perspectives Report (4-6 pages) expanding on specific study findings as determined by client for external distribution
Sponsorship above + Perspectives Report + Companion Webinar: \$28,000	Sponsorship above + Perspectives Report + Companion Webinar: \$22,000
Companion 1 hour webinar (45 minute presentation and 15 minute Q&A)	o Companion 1 hour webinar (45 minute presentation and 15 minute Q&A)

Custom packaging and pricing options, as well as additional post-survey marketing assets (ebooks, webinars, blog series, etc.) are also available. Please contact Lisa Lincoln at (508) 734-5658 or lisa.lincoln70@smb-gr.com to learn more about this study or additional options.